

**Iowa Department of Natural Resources  
Natural Resource Commission**

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**ITEM**

**18**

**DECISION**

**TOPIC**

Contract - 2007 Fishing In Iowa Statewide Survey

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The Department requests Commission approval of a contract in the amount of \$39,499.60 with Responsive Management to perform a survey of anglers who purchased a fishing license in Iowa in 2007.

The purpose of this survey is to assess fishing opportunities that Iowa anglers are currently using or seeking, and issues impacting fish and fishing. The DNR wants to ascertain the demographics of Iowans participating in angling, their species preferences and harvest practices when fishing, attitudes toward fishing, issues impacting fish and fishing, deficiencies of existing fishing opportunities and demand for new fishing opportunities. Additionally, the DNR wants to determine the differences in responses between avid anglers and those anglers that do not purchase a license each year. This survey is a continuation and expansion of similar surveys which were conducted in 1975, 1981, 1985 and 1994. The proposed survey would be a telephone survey, with data collection occurring in November and December. A final report is due to DNR by April 1, 2008.

A Request for Proposals (RFP) was issued by DNR on August 8, 2007, and 12 bids were received by the deadline of September 5, 2007. Information in the RFP identified the scoring criteria, which the committee used to evaluate the proposals. The criteria used were: staff experience, relevant surveying experience, survey strategy/scope of work, proposed timeline, and budget estimate. Responsive management received the highest score from the evaluation team.

Ken Herring, Administrator  
Conservation and Recreation Division

October 11, 2007